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EVALUATION OF THE EFFECTIVENESS OF THE EXTENSION PROGRAM

INTRODUCTION (SITUATION):

Experience in extension supervision has indicated a definite need for a practical means or device to measure the effectiveness of the overall extension program in the counties. The need for such a device exists not only from the supervisor's standpoint but also from that of the county extension staff. The device should cover all phases of extension, namely, agriculture, home economics, and 4-H or rural youth, as consideration must be given to the family as a unit as well as to any separate segment thereof.

A short, simple, practical device for evaluating the results or effectiveness of the extension program in a county is valuable to determine the status of the work at a given time, as well as to serve as a guide in supervision. The county staff can also use the results of the evaluation in improving their own work.

If it is morally wrong to base decisions on opinions when facts are available, then it must be agreed that there is a need for a means of collecting information on the effectiveness of extension work in changing human behavior. Devices for the evaluation of the supervisor and his work and the county agent and his work have been developed at other workshops. This group recognizes that a device which evaluates the results of extension work among the people is an equally essential "tool" to be used in supervising county workers.

Due to limited time and the many factors involved, the criteria developed by this group are only a step toward the completion of a device for the evaluation of the county extension program.

OBJECTIVE:

To develop criteria for evaluating the scope and effectiveness of the extension program.

PROCEDURE:

In order to accomplish the above objective, the following criteria have been developed which sets up the factors to be considered in measuring the effectiveness of the extension program. The criteria is intended for use in individual counties and not for comparison of two or more counties. The criteria are only a suggested pattern and will need modification to fit conditions within any State and county. As previously stated, the criteria are for evaluating the overall extension program and the degree of measurement should be worked out on the basis of objectives within each State and county. The measurement may be on any phase or subphase of the outline. It is intended to place emphasis on results and progress of extension work, rather than on workers or techniques of doing the work.



CRITERIA TO BE USED IN  
EVALUATION OF THE EFFECTIVENESS OF THE EXTENSION PROGRAM

TO WHAT EXTENT -

- A. Does it meet the needs of the farm family business?
  - 1. Improve farm income.
  - 2. Increase production efficiency through farm and home practices.
  - 3. Improve marketing and purchasing practices.
  - 4. Conserve farm and home resources.
  - 5. Increase efficiency of farm and home through mechanization and labor-saving devices.
- B. Does it improve rural living?
  - 1. Provide convenient, comfortable and attractive homesteads.
  - 2. Improve health, including facilities and services.
  - 3. Motivate community services (roads, schools, churches, utilities).
  - 4. Bring about community interest and action.
  - 5. Develop appreciation of family life.
  - 6. Improve utilization of time and money.
- C. Does it promote understanding and cooperation?
  - 1. Inform urban people in regard to agriculture.
  - 2. Acquaint rural people with urban problems.
  - 3. Develop understanding and appreciation of rural problems by those who serve agriculture.
  - 4. Stimulate interest, understanding and action in regard to national policy.
  - 5. Acquaint people with services and objectives of the Extension Service.
- D. Does it stimulate leadership?
  - 1. Develop individuals as leaders.
  - 2. Bring about good distribution of leaders.
    - a. Geographically.
    - b. In Types of activities.
  - 3. Provide capable leaders acceptable to the people.

SOME SUGGESTED EVIDENCES FOR EVALUATION  
OF THE EFFECTIVENESS OF THE EXTENSION PROGRAM

- A. Does it meet the needs of the farm family business?
  - 1. Improve farm income.
    - Percent farms with high profit enterprise.
    - Adjusted dollar income.
  - 2. Increase production efficiency through improved farm and home practices.
    - Greater unit yield.
    - Lower unit labor cost.

3. Improve marketing and purchasing practices.
    - Cooperative membership.
    - Purchase and sales volume.
    - Percent labeled goods requested and purchased.
  4. Conserve farm and home resources.
    - Acres under soil conservation practices.
    - Volume of food conserved per individual.
    - Conservation of operative equipment.
  5. Increase efficiency of farm and home through mechanization and labor-saving devices.
    - Man hours per unit - farm and home.
- B. Does it improve rural living?
1. Provide convenient, comfortable and attractive homes.
    - Percent farmsteads landscaped.
    - Percent farmsteads making needed repairs.
    - Percent farmsteads with well-organized work areas.
    - Percent farmsteads with modern conveniences.
    - Percent homes made adequate.
      - Number rooms per person.
      - Rooms are functional.
  2. Improve health, including facilities and services.
    - Percent mothers in child clinics.
    - Percent individuals taking T.B. tests.
    - Ratio of hospitals, doctors, dentists.
    - Increase in use of Grade A milk.
    - Percent children correcting defects.
    - Percent families adopting adequate diets.
    - Percent families adopting safety measures.
  3. Motivate community services.
    - Percent farms installing utilities.
    - Percent farms served by all weather roads.
    - Percent schools adequately equipped and staffed.
    - Percent communities enlarging religious activities.
  4. Bring about community interest and action.
    - Percent families belonging to community organizations.
    - Percent families supporting community improvement enterprises.
    - Percent communities establishing youth recreation centers.
  5. Develop appreciation of rural family life.
    - Percent families with members working and playing together.
    - Percent families enjoying life on the farm.
  6. Improve utilization of time and money.
    - Percent families following spending plan made by family members.
    - Percent families devoting time to broaden family interests.
    - Percent families using labor-saving equipment, arrangement, methods.

C. Does it promote understanding and cooperation?

1. Inform urban people in regard to agriculture.  
Percent people informed.  
Percent people participating in rural-urban activities.
2. Acquaint rural people with urban problems.  
Percent people informed.  
Percent people participating in urban-rural activities.
3. Develop understanding and appreciation of rural problems by those who serve agriculture.  
Percent commercial and service groups informed.  
Percent groups working with agriculture.
4. Stimulate interest and understanding in regard to national policy.  
Percent people taking part in study clubs, debates, forums, on national policies.  
Percent people informed regarding national policies.
5. Acquaint people with services and objectives of Extension Service.  
Percent people informed.  
Percent people availing themselves of Extension Service.

D. Does it stimulate leadership?

1. Develop individuals to be leaders.  
Percent individuals assuming leadership responsibilities.
2. Bring about good distribution of leaders.
  - a. Geographically.
  - b. Among projects.Ratio of leaders in each community.  
Ratio of leaders in project activities.
3. Provide capable leaders acceptable to the people.  
Percent of leaders performing satisfactorily.

To each criterion four measures must be applied. These are:

Does it require participation of the people?  
Does it reach all people?  
Do related agencies cooperate?  
What is the significance of accomplishment?







